



BRANDON APPLIED SYSTEMS, INC.

30 East 42nd Street,

New York, New York 10017



MR TED NELSON
SYS CONS

~~BOX 52~~

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computers and automation

815 Washington St., Newtonville, Mass. 02160.

is the most experienced magazine in the electronic computing and data processing field. For over thirteen years it has been the source of a wealth of technical and practical information for users and manufacturers of electronic computing and data processing equipment. In keeping with this record of service to its field, **Computers and Automation** is pleased to continue to be the sponsor of this series of courses and technical seminars designed to spread and advance the current state of the art. In accomplishing this goal **Computers and Automation** is proud to cooperate with **Brandon Applied Systems, Inc.**, a firm whose technical knowledge and experience well qualifies it to present these seminars in a competent and professional manner.

**MANAGEMENT
STANDARDS FOR
DATA PROCESSING**

**COURSE 41
A TWO-DAY SEMINAR
1965 FALL SCHEDULE**

New York — November 3, 4
Washington, D.C. — October 20, 21

Presented by Brandon Applied Systems Inc., Information Systems Consultants
Sponsored by Computers and Automation magazine.

**OPERATIONS
CONTROL**

**COURSE 42
A ONE-DAY SEMINAR
1965 FALL SCHEDULE**

New York — November 9
Washington, D.C. — October 19

**FOR WHOM IS
COURSE 41
INTENDED?**

The course is designed specifically for those who have management responsibility in a data processing installation. This includes data processing managers and supervisors of programming, operations, and systems analysis.

FEE?

The course fee of \$125 includes all materials, luncheon on both days, and a complimentary copy of the 405 page text "Management Standards for Data Processing."

LOCATION AND DATES?

New York, N.Y. — Columbia Univ. Club
November 3, 4

Washington, D.C. — Hotel Mayflower
October 20, 21

**FOR WHOM IS
COURSE 42
INTENDED?**

The course is designed specifically for the operations manager, console supervisor, production control manager, and all others with management responsibility in data processing operations.

FEE?

The course fee of \$75 includes all materials and luncheon.

LOCATION AND DATES?

New York, N.Y. — Columbia Univ. Club
November 9

Washington, D.C. — Hotel Mayflower
October 19

REGISTRATION FORM


**Course 41. Management Standards for
Data Processing (2 days)**

 New York — November 3, 4

 Washington, D.C. — October 20, 21

Course 42. Operations Control (1 day)

 New York — November 9

 Washington, D.C. — October 19

Please enroll the following attendees for the seminars given on the dates checked above.

☐ Bill my company _____

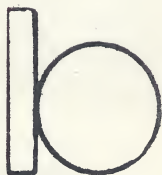
☐ Bill me (_____) ☐ Check enclosed

Organization: _____

Address: _____

City: _____ State: _____ Telephone: _____

Attendees: _____



COURSE 41:

MANAGEMENT STANDARDS FOR DATA PROCESSING

Many firms have installed expensive data processing systems in the last several years. However, a large number of these firms have been finding that their costs for data processing are far exceeding their initial estimates. One major reason for this reduced payout is the difficulty of applying management control techniques to data processing. The newness of the technology has made it almost impossible to develop adequate **standards** — rules to control the methods of operation, and the yardsticks with which to measure performance.

OBJECTIVES OF THIS COURSE

The major objective of this course is to define for data processing management the standards which must be established in an operating installation. This includes methods standards for:

- systems analysis
- programming
- operation

as well as performance standards and yardsticks for

- systems analysts
- programmers
- operators and wiring technicians.

This course is based on the book "Management Standards for Data Processing" (by Dick H. Brandon, 1963, D. Van Nostrand Company, Princeton, N.J.). A complimentary copy of this book will be made available to all attendees.

INSTRUCTION

The course will be conducted by Dick H. Brandon, President of Brandon Applied Systems, Inc., author of the book. Mr. Brandon has been in data processing for over ten years, and he has spent a considerable amount of his time in the development of standards for client installations.

COURSE 42:

OPERATIONS CONTROL

The growth of data processing is placing increased emphasis on operating quality and operating control. More and more computer operations managers are finding it necessary to develop separate production control facilities, and to establish tight controls over the quality of input, processing and output.

OBJECTIVES OF THIS COURSE

The major objective of this special one-day course is to provide data processing operations managers and supervisors with a body of techniques and discipline for operations control. This includes

- techniques,
- procedures,
- concepts, and
- forms

used in many large data processing installations as well as a complete system for control of data flow in the installation.

INSTRUCTION

The course will be conducted by Max Gray, Senior Associate of Brandon Applied Systems, Inc. Mr. Gray has over nine years of active experience in computer operations, as an analyst and as a consultant involved in establishing operations procedures.

CONTENTS OF COURSE 41

FIRST DAY

Growth of the Industry
The Need for Standards
Standards in Management Control
The Data Processing Organization
The Tasks and the Standards Manual
Standards for Systems Analysis
Standards for Programming
Standards for Testing and Documentation

SECOND DAY

Installation and Enforcement
Standards for Operation
Performance Standards for Equipment
Performance Standards for Programming
Performance Standards for Systems Analysis
Quality Evaluation
Personnel Program
Scheduling, Budget and Project Accounting
Cost Estimating and Cost Accounting

CONTENTS OF COURSE 42

Definitions of Operating Functions
Housekeeping Functions
Reporting of Machine Time
Machine Usage Analysis
Priority Systems and Operating Software
Data Flow Quality Control Functions

- Input Control
- Report Distribution Control
- Quality Control

Other Control Functions

- Data File Library
- Program Library
- Supplies

Production Control

- Project Reporting
- Scheduling
- Dispatching
- Logging

Operations Personnel Management

- Training
- Supervision

**FOURTH SERIES OF FIVE COURSES
FALL TERM, 1965-66
SCHEDULE**

**Course 41. Management Standards for Data Processing
(2 days)**

Washington — October 20, 21

New York — November 3, 4

London — December 6, 7

Course 42. Operations Control (1 day)

Washington — October 19

New York — November 9

**Course 43. Computer Systems Analysis Techniques
(2 days)**

Washington — November 17, 18

New York — December 1, 2

Course 44. Computer Selection (1 day)

Washington — November 16

New York — November 30

London — December 10

**Course 45. Appreciation Course in Data Processing
(2 days)**

London — December 8, 9

New York — January 13, 14, 1966

GIVEN BY:

BRANDON APPLIED SYSTEMS, INC.

30 East 42nd Street

New York, N.Y. 10017

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not described in this folder.

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